

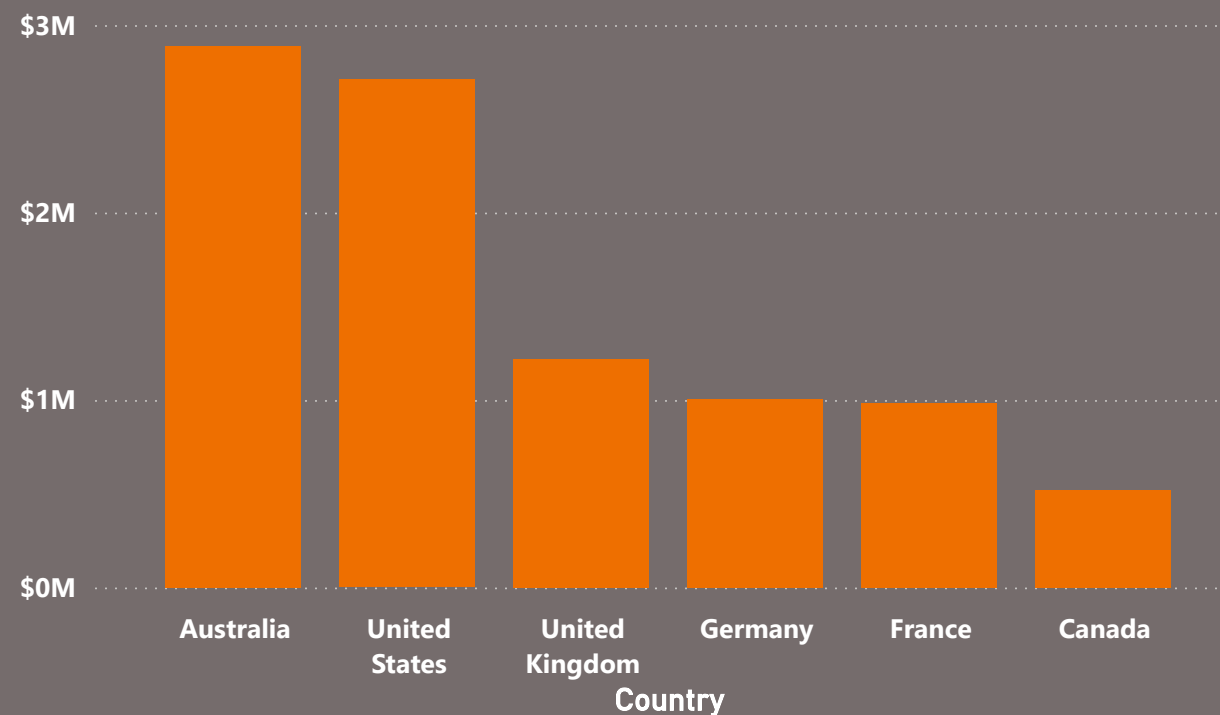


Over all Performance

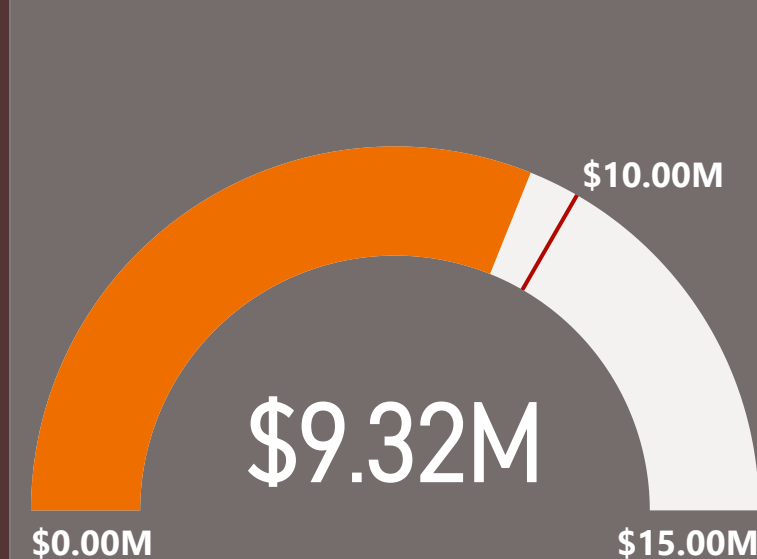
10,695
Number of Orders

1,809
Number of Returned
Orders

Profit by Country



Total_Profit



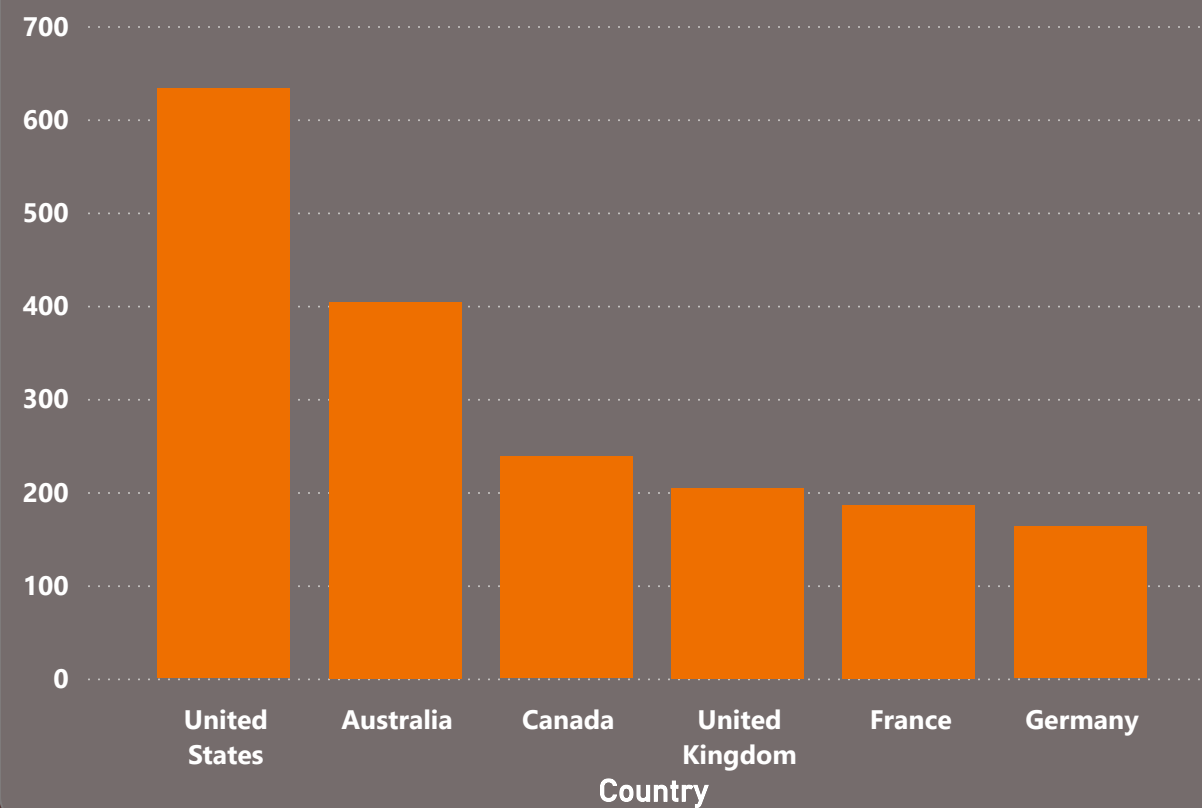
Year

- 2015
- 2016

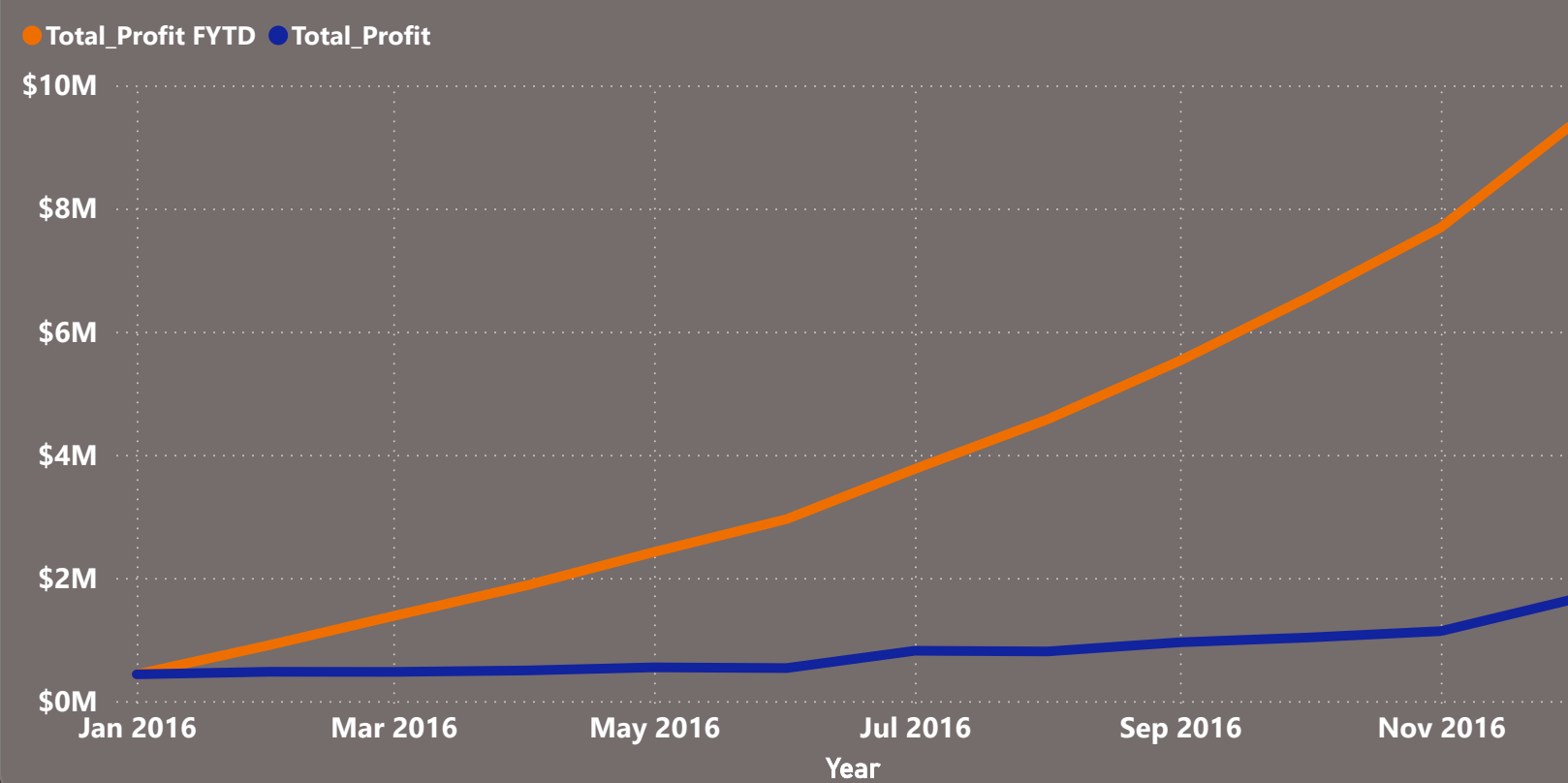
CategoryNa...

- Accessories
- Bikes
- Clothing
- Components

Return Quantity by Country



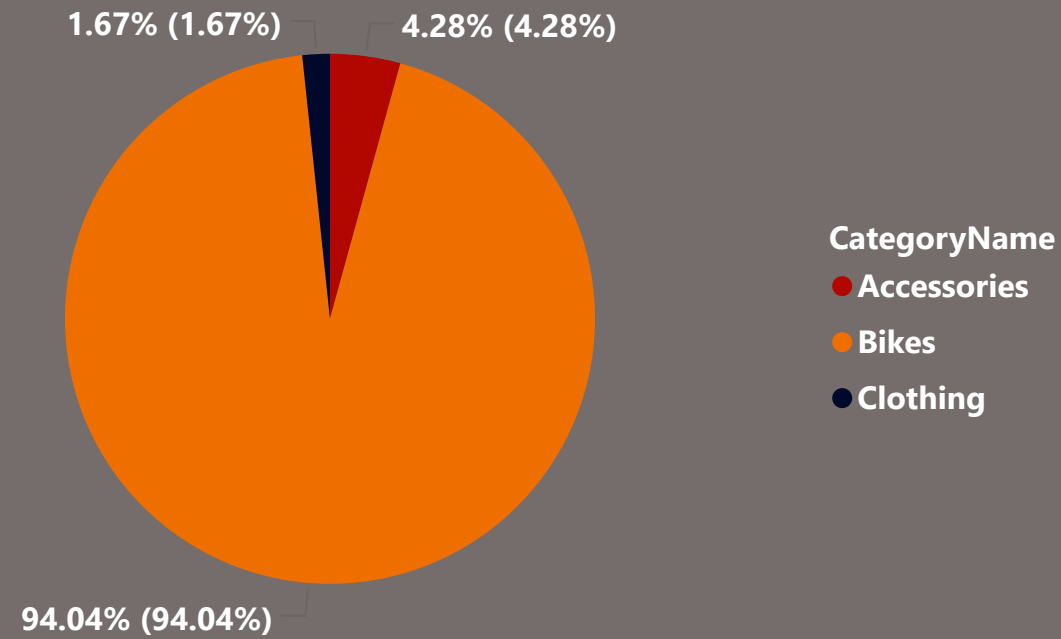
Profit by Month



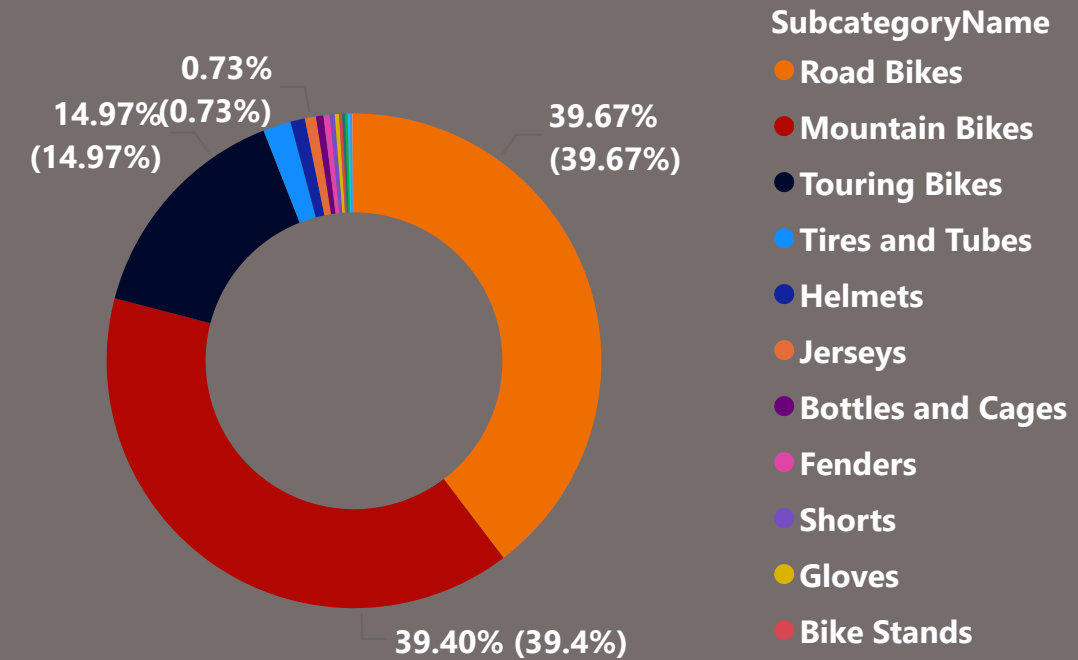


Product Categories

Profit by Category



Profit by Subcategory



Year

2015

2016

CategoryNa...

Accessories

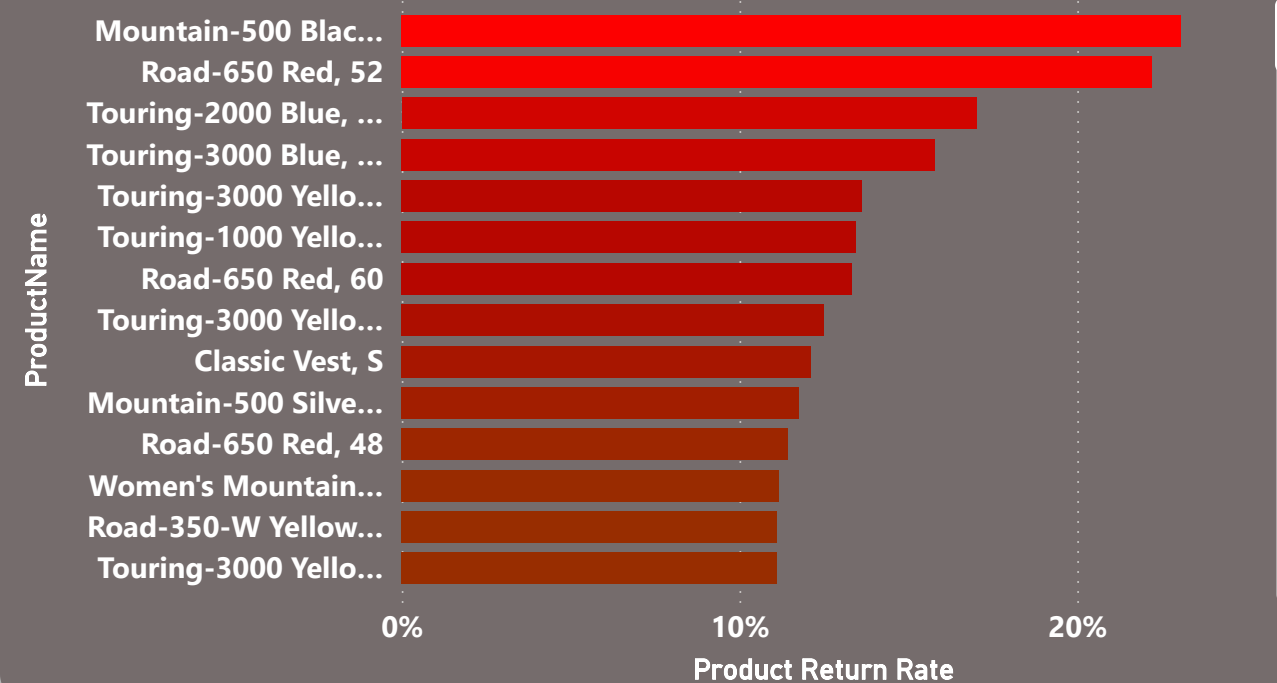
Bikes

Clothing

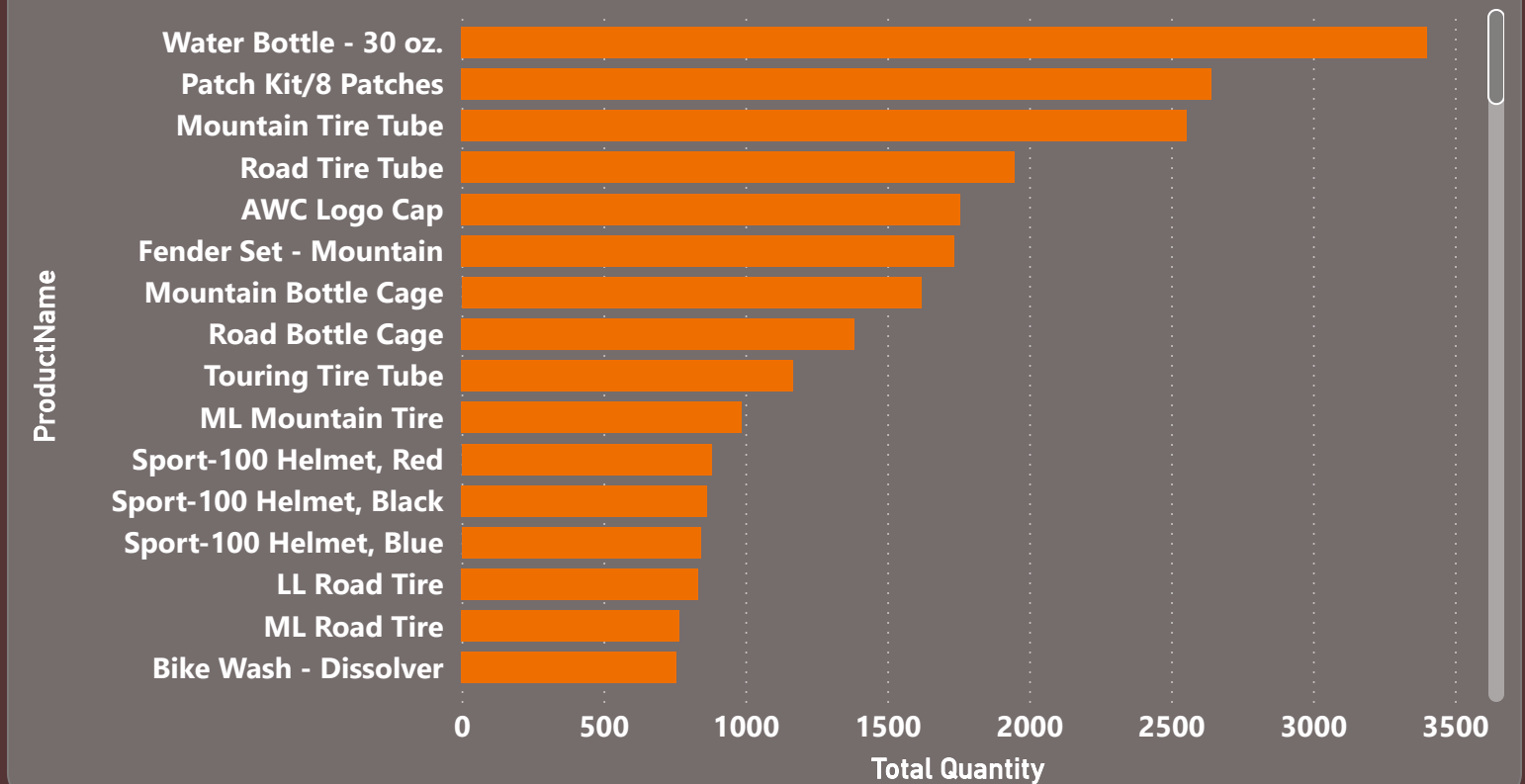
Components

Net Profit by Product

Product Return Rate 2.62% 12.85% 23.08%



Order Quantity by Product



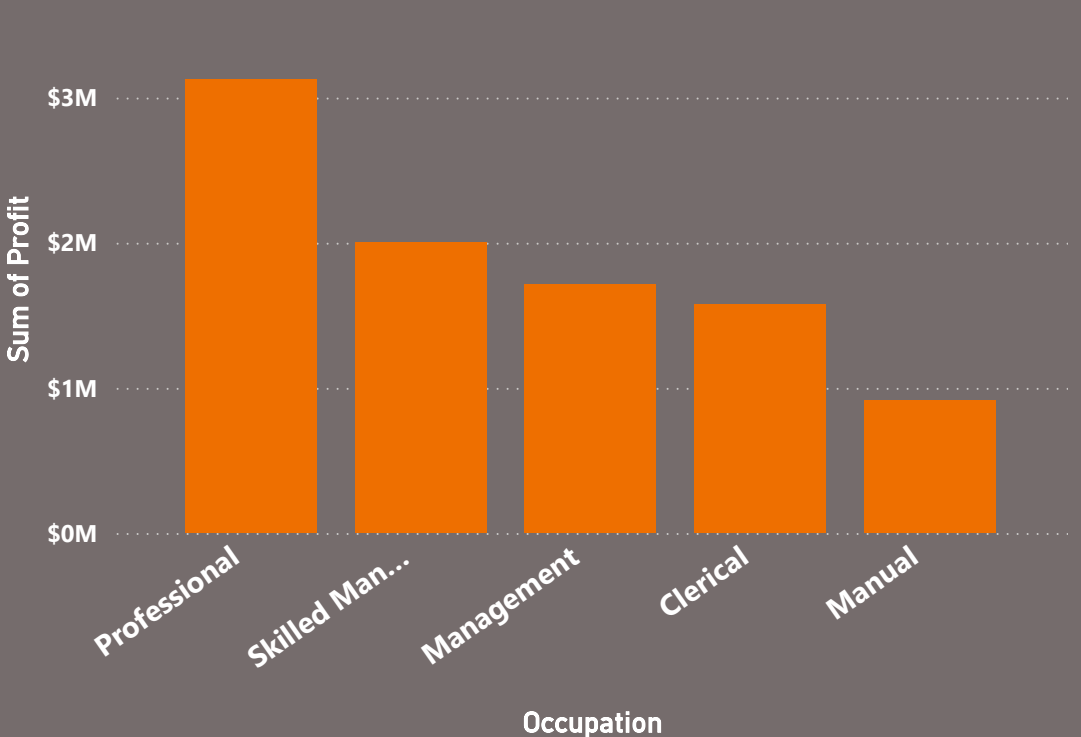


Customer Demographics

Profit by Country



Profit by Occupation



Year

- ☐ 2015
- ☒ 2016

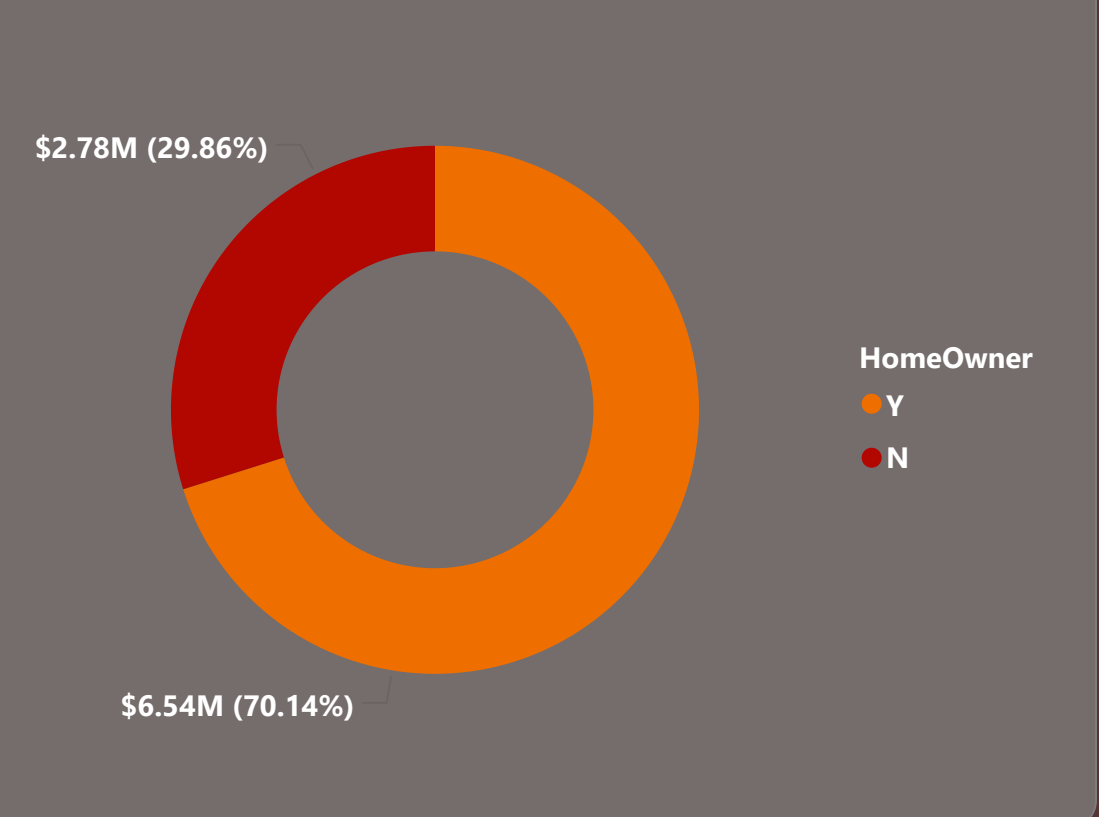
CategoryNa...

- ☒ Accessories
- ☒ Bikes
- ☒ Clothing
- ☐ Components

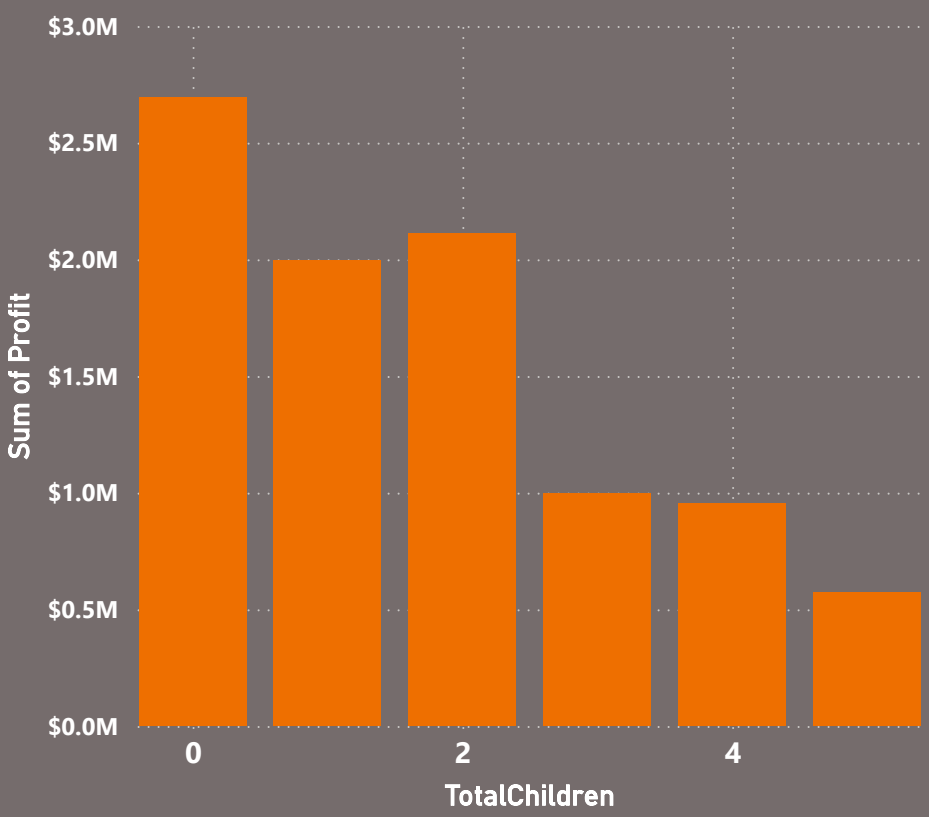
Gender

- ☐ F
- ☐ M
- ☐ NA

Profit by Home Ownership



Profit by Number of Children



Profit by Home Ownership

